

## Chapter SFP 4

### ADVERTISING MATERIAL

SFP 4.01 Distribution of advertising matter.  
 SFP 4.02 Prohibited matter.  
 SFP 4.03 Sound truck prohibited.

SFP 4.04 Non-commercial handbill distribution, picketing, and demonstration.  
 SFP 4.05 Soliciting.

**SFP 4.01 Distribution of advertising matter.** No concessionaire, exhibitor or other person shall distribute commercial advertising material of any kind, including, but not limited to, flyers, handbills, cards, newspapers, buttons, hats, banners, ribbons, and other handouts unless such distribution shall be within the assigned space authorized by the director or his or her designee.

**History:** Cr. Register, July, 1976, No. 247, eff. 8-1-76; emerg. am. eff. 7-29-78; am. Register, December 1978, No. 276, eff. 1-1-79; emerg. am., eff. 8-2-95; am. Register, September, 1996, No. 489, eff. 10-1-96.

**SFP 4.02 Prohibited matter. (1) PROHIBITED ADVERTISING MATTER.** No person may post or pass out any free advertising material having a gummed or adhesive backing such as labels, badges, car bumper or window stickers, whether such distribution shall be from a contract exhibit, concession, or elsewhere. Persons distributing such materials in the park or affixing such material to park property shall be financially responsible for damage to park property.

**(2) PROHIBITED SIGNS.** No person may erect, post or attach any signs, poster, pictures or any item of a similar nature in or on any building, fence, or other park property without written consent of the director or his or her designee.

**(3) PLACING FLYER, CIRCULAR, OR PAMPHLET ON VEHICLE.** No person may throw or place any flyer, circular, or pamphlet in or on any vehicle, whether or not the vehicle is occupied.

**History:** Cr. Register, July, 1976, No. 247, eff. 8-1-76; emerg. renum. SFP 4.02 to be 4.02 (1), emerg. cr. (2), eff. 8-2-95; am. (1) and cr. (2) and (3), Register, September, 1996, No. 489, eff. 10-1-96.

**SFP 4.03 Sound truck prohibited.** No person may operate a vehicle equipped with a public address system on the park without the permission of the director or his or her designee.

**History:** Cr. Register, July, 1976, No. 247, eff. 8-1-76; emerg. am. eff. 8-2-95; am. Register, September, 1996, No. 489, eff. 10-1-96.

**SFP 4.04 Non-commercial handbill distribution, picketing, and demonstration. (1)** The purposes of this rule are:

(a) To insure necessary order in the park, preserve the flow of pedestrian and vehicle traffic, and protect the safety and well-being of all park visitors; and

(b) To insure that the constitutional rights of individual visitors to the park are preserved by reasonable, uniform, and nondiscriminatory regulation given the limited facilities and periodic extreme congestion of the park.

**(2)** No person(s) shall picket, or participate in a demonstration or protest gathering or march in the park without prior notification of the chief of police or his or her designee. The chief of police shall inform the person(s) seeking to engage in the above activities of the authorized areas of the park within which such activity may be conducted. The chief of police shall designate areas of the park within which such activity can be conducted. The designation of such areas shall be consistent with the objectives expressed in sub. (1) (a) and (b) and shall afford the person(s) with reasonable public contact. The requesting person, hereinafter call 'applicant,' shall register by name and provide identification. The chief of police shall allocate the predetermined authorized areas among the applicants for such use on a daily, first-come, first-serve, non-discriminatory, and uniform basis. The applicant shall then be permitted to occupy the assigned area for the duration of that day.

**(4)** Applicant shall observe all rules of the park and shall be responsible for all litter generated that day within the assigned area; failure to remove litter or other material shall result in a five-day bar to further space request.

**(5)** The applicant shall not erect any structure or place any item of furniture or other material on the assigned space other than signs without approval of the chief of police or his or her designee. Use of bullhorns or public address systems is not permitted.

**(6)** Violation of any state law, or rule of the park by the applicant or his agents shall be cause for the termination of the privilege to occupy that area, expulsion from the park or civil forfeiture or both.

**(7)** A copy of this rule shall be provided to each applicant of space by the chief of police or his or her designee.

**(8)** This rule applies only to noncommercial activities. The park makes available space for commercial endeavors on a contract or lease basis.

**History:** Cr. Register, July, 1976, No. 247, eff. 8-1-76; emerg. r. (2) and (3), cr. (2), eff. 7-29-78; r. (2) and (3), cr. (2), Register, December, 1978, No. 276, eff. 1-1-79; emerg. am. (2) and (5) to (8), eff. 8-2-95; am. (2) and (5) to (8), Register, September, 1996, No. 489, eff. 10-1-96.

**SFP 4.05 Soliciting.** All solicitations for either contributions or sale must be made from within the confines of a booth or display. The park makes available space for such solicitation on a cash/lease basis.

**History:** Emerg. cr. eff. 7-29-78; cr. Register, December, 1978, No. 276, eff. 1-1-79.